

ABOUT EXPO

EAST AFRICA'S PREMIUM SERIES OF INTERNATIONAL EXHIBITIONS FOR TO THE PHARMA, MEDICAL, HEALTHCARE & RELATED SECTORS

THE KENYA PHARMA & HEALTH INTERNATIONAL EXPO 2025

stands as a flagship event, bringing together professionals from diverse sectors of Pharma, Medical, Healthcare & their related sectors in Nairobi, Kenya. With a focus on critical sectors such as Pharma, Medical, API's, Nutraceutical's, Health, Care, Surgical, Dental, Orthopaedic, Ophthalmic, Medical Tourism, Herbal & Ayurveda, this premium exhibition provides a dynamic platform for participating companies and individuals. Here, exhibition & conferences take center stage, allowing companies not only to showcase their groundbreaking products but also to actively engage with key decision-makers and stakeholders.

Participating includes opportunities for export potential due to strategic location, prominent and successful business deals, partnerships with international and domestic clients, networking and brand awareness along with connect building.

Kenya being the leader in East Africa in this sector plays the most important role in the diversification of business of the Pharma, Medical, Healthcare & Related Sector Products in East African countries.



WHY KENYA?

Kenya has competitive incentives for the Pharma, Medical, Healthcare & Related Sector and a very good rating on the Ease of Doing Business index.

- Kenya has the largest pharmaceutical manufacturing industry in East Africa and is also a potential base for exports across East Africa.
- Kenya's medical device market will expand by a five-year compound annual growth rate (CAGR) of 8.9% in local currency terms and 8.2% in U.S. dollar terms, which should see it rise to \$197.9 million by 2026.
- The medical device sector in Kenya is heavily reliant on imports with limited domestic production due to limited manufacturing infrastructure and technical capacity as well as lack of access to raw materials.
- The Kenyan private health sector continues to grow, commanding 50% of all goods, services, products and technologies.



WHY EXHIBIT?



Meet Senior Executives



Platform For Efficient Networking



Reliable and Direct Sales



Platform For New Product Launch



Rendezvous With Top Decision Makers



Form Strategic Alliance



Branding Opportunity



Audience Filtering



EXHIBITOR PROFILE

- **Pharma** - API & Drugs, Ingredients, Drug Manufacturing, Pharma Machinery & Equipment, Pharma Packaging, Biotech Pharmaceuticals
- **Medical** - Labs & Diagnostic Equipment, Medical Technology & Testing Devices, Medical Disposables, Medical Consumables, Medical Robots, Parts & Materials, Electro Medical Equipment
- **Laboratory & Surgical** - Laboratory & Surgical Equipments, Laboratory Glassware
- **Health** - Health Food & Nutrition Products, Health Informatics, Elder Nutrition Products



- **Care** - Assistive Device & Mobility Aid, Rehabilitation Equipment, Home Care, Elder Care Facility / Products, Cosmetics & Beauty Care Products
- **Dental & Orthopaedic** - Dental, Orthopaedic & Ophthalmic Equipment and Single Use Items
- **Medical Tourism** - Hospitals, Nursing Homes, Clinics & Medical Tourism Organizations
- **Herbal & Ayurveda** - Herbal Products & Medicines, Ayurveda & Wellness



WHY VISIT?



CONNECT

with the exhibitors
from various countries
displaying the latest
products in medical.



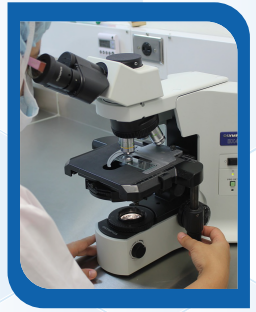
COLLABORATE

with sellers, buyers
and associates
doing business in the
same industry



EXPLORE

the various
products on display
from the industry
of Pharmatech



NETWORK

with the various
professionals & dignitaries
from the Pharmatech
sector who will be
a part of the expo



REFORM

with the latest trends in
this segment gaining
new plans to grow



UPDATE

yourself with innovative
and more advanced
solutions to benefit
your business



VISITOR PROFILE



Hospital
Administrators,
Government &
Private Hospitals,
Tertiary Care Clinics



Importers,
Exporters,
Wholesalers,
Distributors,
Dealers, Retailers



Doctors, General
Physicians, Medical
Consultants, Specialists,
Radiologists,
Pathologists



Medical Research
Organisations,
Scientists,
Administrative,
Lab Technicians



Equipment
Manufacturers,
Reagent Manufacturers,
Diagnostic Center
Owners



Government
Officials, Health
& Safety Officials,
Drug Regulatory
Authorities



Pharma &
Medical Institutions,
Purchase
Professionals,
Venture Capitalists



Local
Associations,
Medical Tourism
Operators,
Herbalists

Increase your brand exposure with our marketing strategies



SMS



Press Releases



Websites



VIP Engagement



Banners



Social Media



E-Mailers



WhatsApp Campaigns



Media Outreach



TeleMarketing



Hoardings & Billboards



Industry Magazines / Newspapers



5000+
Visitors

100+
Exhibitors

Show Highlights

5+
Participating
Countries

400+
Products and
Services